



INTRODUCTION

SLINGER SUPER SPEEDWAY IS A LEGENDARY FACILITY, PLAYING HOUSE TO SHORT TRACK RACING FOR OVER 60 YEARS.

- We race every Sunday!
Early and late season shows are afternoon races to avoid cool nights, and middle of the season shows start early evening.
- Night races are usually over by 8:30-9:00pm, so families can be home at as early as possible.
- Kids ages 11 and under, (general admission), are free!
- Special prices for students and seniors.



As auto racing flourishes, so does its marketability. Corporations, seeing the opportunity to benefit from the sports popularity, are joining in on the fun by participating with Slinger Speedways marketing programs, and both Slinger Speedway and our sponsors staying power proves their decisions were a sound investment in marketing and company hospitality.

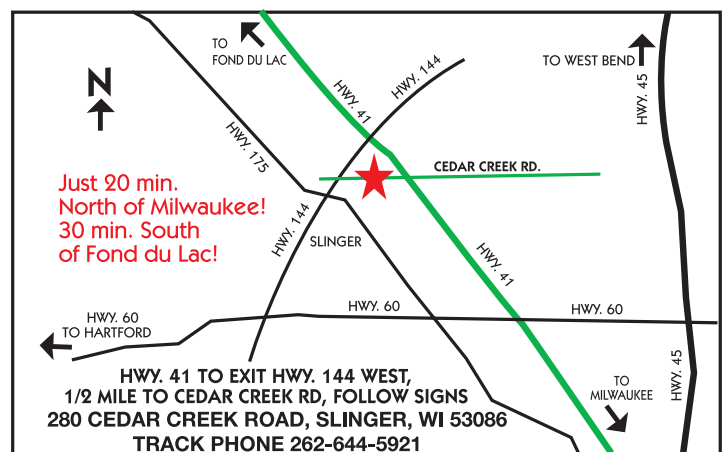
Over 100,000 plus, fans visit the track annually.

Our programs are geared for family entertainment **Fans travel** from near and far for weekly Sunday Night races, and even farther for our special events. On a typical race night you can find fans from all over the Milwaukee Metropolitan, Fox River Valley, including Kenosha, Racine, Waukesha, Muskego, Madison, West Bend, Hartford, Fond du Lac and surrounding areas.



TRACK INFORMATION

- The asphalt banks of the track are approx. 33°.
- The front stretch is approx. 12°.
- The back stretch is approx. 25°.
- The width of the track is approx. 55 ft.
- Avg. speed for Late Models 81 mph, w/top speeds of 105 mph.
- Emergency vehicles are equipped with two licensed EMT's, Jaws for Life, Foam and CO2 to extinguish fires. An ambulance and paramedics are on the scene at all times.



Todd Thelen
PR Director



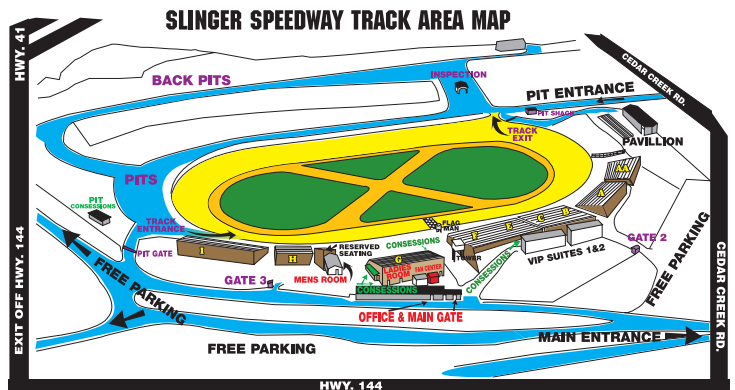
Wayne Erickson
Owner/Promoter



Matt Kenseth at Slinger



Rodney Erickson
Operations Director





ON-SITE AMENITIES

We have something for everyone!

- **Free parking** lot with ample space for everyone.
- **Souvenir stand** selling track memorabilia.
- **On-site photographer** website to obtain your favorite photos of Slinger Speedway's action.



- **VIP areas** serving food and beverages.
- **Free Kids Club** offering prizes, raffles!
- **Clean, permanent bathrooms** and Metros throughout the grounds.
- **Bleacher seating** for up to 10,000 fans means no crowded seating on regular nights!



- **Huge assortment of concession stands:**
- **Fire-grilled** Brats, Polish, Pork and Steak Sandwiches.
- **Grilled Burgers**, Hot Dogs & Chicken Sandwiches.
- **Fresh-cut Fries** and Nachos with Cheese.
- **Ice Cream** Novelties, Candy, Peanuts, Corn Dogs, Popcorn.
- **Beer** and Malt Liquor Beverages, Soda & Water.
- **Pit area** concessions.





COMMUNITY ACCOMMODATIONS



Slinger and the Surrounding Communities

Charming and dynamic communities, each with their own identity, can be found in Washington County. The communities of Slinger, Allenton, Erin, Germantown, Hartford, Jackson, Kewaskum, Newburg, Richfield and West Bend feature historic downtowns, serene countryside, and recreational, cultural and historical attractions. They all celebrate their heritage and uniqueness with a variety of festivals and family events held throughout the year.

CAMPING

SLINGER SPEEDWAY allows overnight camping in designated area.

Pike Lake State Forest (262) 670-3400. 3544 Kettle Moraine Road, Hartford.

Lake Lenwood Campground 262-334-1335. 7053 Lenwood Dr., West Bend.

Timber Trail Camp Resort 262-338-8561. 7590 Good Luck Ln, West Bend.

Lazy Days Campground (262) 675-651. 475 Lakeview Road, West Bend.

HOTELS / MOTELS

JACKSON

Comfort Inn & Suites (262) 677-1133 (800) 4-CHOICE
W227 N16890 Tillie Lake Ct, Jackson, WI 53037.

HARTFORD

AmericInn Motel & Suites (262) 673-2200 (800) 634-3444
1527 East Sumner St, Hartford, WI 53027.

Super 8 Motel (262) 673-7431 (800) 843-1991
1539 East Sumner Street, Hartford, WI 53027.

Westphal Mansion Inn Bed & Breakfast (262) 673-7938.
90 S Main St, Hartford WI 53027.

WEST BEND

AmericInn Motel (262) 334-0307 (800) 634-3444
2424 W. Washington St, West Bend, WI 53095.

Country Inn & Suites (262) 334-9400
2000 Gateway Court, West Bend, WI 53095.

Clairemont Inn & Meeting Center (262) 338-0636
2520 West Washington St, West Bend, WI 53095.

Hampton Inn & Suites (262) 438-1500
1975 South 18th Ave, West Bend WI 53095.

Isadora's Bed & Breakfast (262) 306-8468
724 Beech St., West Bend WI 53090.

GERMANTOWN

AmericInn Lodge & Suites (262) 502-9750 (800) 634-3444.
W190 N10862 Commerce Circle, Germantown, WI 53022

Country Inn & Suites (262) 251-7700
W188 N11020 Maple Road, Germantown, WI 53022.

Holiday Inn Express (262) 255-1100
W177 N9675 Riversbend Lane, Germantown, WI 53022.

Super 8 Motel (262) 255-0880 (800) 800-8000
N96 W17490 County Line Road. Germantown, WI 53022.

OUR STORY

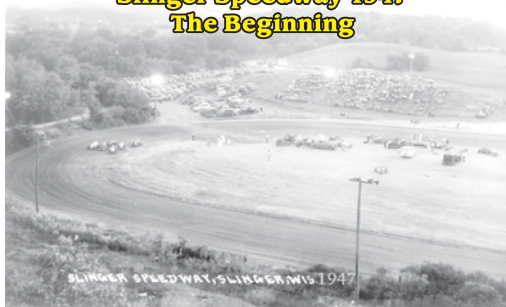
The Sunday Night Tradition

Once you experience racing action at Slinger Speedway, you will understand why the World's Fastest Quarter Mile Asphalt Oval is celebrating over 61 years of racing.

Dating back to the opening of the track in 1948, the speedway has been a breeding ground for racings rising stars. With the help of Wayne Erickson, track owner Rollie Heder decided the track was in need of a serious transformation. Slinger Super Speedway was born in 1974 as a high banked asphalt oval. Erickson was no stranger to auto racing, as he had been involved with the sport since 1963.

In 1976 Erickson purchased the track from Heder and brought a fresh spirit of competition that attracted media, drivers and fans from coast to coast. Erickson also believed in creating the maximum fan experience and added many special promotions. The track has grown tremendously in the past 50 years and has evolved into a premier motorsports facility.

**Slinger Speedway 1947
The Beginning**



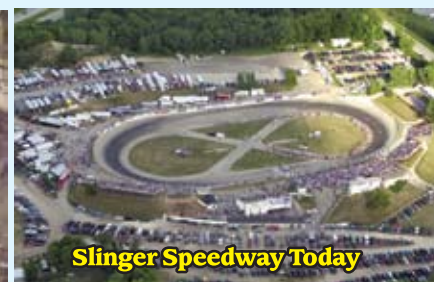
Wayne Erickson in his racing days.



Slinger Speedway in the 80's



Slinger Speedway Today



Slinger Speedway in the 50's



The future of Slinger Super Speedway will surely bring new milestones to racing competition, and one thing is for certain, the Sunday night tradition that was established July 27, 1950, will continue far into the future

THE PROGRESSION IN YEARS

• **The beginning...** 1939, Bill Johnson Sr. graded a small track in his backyard.

• 1947 fellow race drivers and fans regularly gathered at Billy's to race.

• Wed, July 10, 1948, Bill Johnson Sr. and Rollie Heder joined forces for the first official race show. 5000 race fans attended.

• Slinger Speedways original race cars were Midgets.

• The first stock cars were introduced to Slinger in 1949.

• July 27, 1950 the show moved to Sunday nights.

• 1958 & 1959 race cars shed their heavy bodies and took on the open wheeled look of today's modifieds.

• 1974, after 27 years as a dirt track Rollie and Wayne Erickson turned Slinger Speedway into a 33° banked asphalt track.

• 1974 the winged modifieds were the first to take on the steep asphalt banks.

• July 22 & 23, 1974 the Late Models made their first appearance at Slinger.

• 1976 Wayne Erickson purchased track from Rollie Heder.

• 1978, 79 Allen Kulwicki was Slinger Late Model champion.

• June 10, 1980 the first SLINGER NATIONALS were held.

• 1980's VIP Suite #1 was built to accommodate race sponsors and fans.

• 1990 Matt Kenseth was Rookie-of-the-Year at Slinger.

• 1991 VIP Pavilion was built on the south end of the track.

• 1994 the track was repaved.

• June 12, 1994, Tony Strupp set the record for the fastest 1/4 mile, running 11.095 sec. This impressive record is yet to be beat in 2006.

• 1998 main office building was built.

• 2000 VIP Pavilion was updated.

• 2001 the main grand stand area was redone, (the original built in the 1940's).

• 2003 the corners of the race track were reground for better performance.

• 2004, VIP Suite #2 was added.

• 2005, the back pits were paved.

• 2006, Slinger Speedway celebrated 30 years of Wayne Erickson promoting track. Plus a fan center was built.

• 2007 Slinger Speedway celebrated it's 60th Anniversary!

• 2008 USAC Midget Cars set world record fast time! We added a go-kart track!

HOSPITALITY OPTIONS

Whether you are planning a corporate event, or are simply interested in gathering a group of loyal customers or friends, we offer you a variety of entertainment options for groups of 40-400!

VIP SUITES



Slinger Super Speedway offers suite entertainment in two climate controlled buildings. The suites are located above the main grandstand in order to offer your guest the best view of the track action.



VIP Suite #1
holds 45 guests, with a minimum of 35.

VIP Suite #2
holds 55 guests, with a minimum of 45.



VIP #2

Mixed Drinks included with VIP Suites

VIP PAVILION



The VIP Pavilion is located between turns one and two, uniquely set away from the main grandstand area, fenced in with your own bleachers and metro area. This set-up offers your group a special opportunity to mingle amongst themselves while enjoying the evening's on-track activities. The pavilion holds up to 400 guests with a minimum of 75.

YOUR EVENT OVERVIEW

- **As a sponsor of an event,** the night will be titled to reflect your involvement.
- **Key representatives of your group** will have the added excitement that will include them with event activities **such as:**
- **Leading up to your event date,** there will be an extensive advertising campaign through naming rights, advertising on TV, Radio, Newspaper, and Internet.
- **All these amenities and more add up to Customer Satisfaction!**

JOIN ALL THE RACING EXCITEMENT

**Victory Lane
Celebration & Photos!**



**Calling of the
"Start your Engines"**

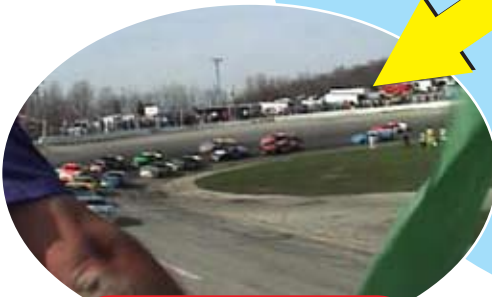


**Ride in a 2-Seat
Race Car!**



**Customer
Satisfaction!**

**Start the Race!
Wave the Green Flag!**



Pit Tours!



**Ride in Pace Car
During a Race!**



Now, just choose your Hospitality Options, for an Exciting Night of Racing!

COMPETITION

LATE MODEL

The Slinger Late Model Division is our premier division. These V-8 cars are the fastest short track cars you will see in the world. The Aluminum and fiberglass body cars have exotic racing engines. These cars are built from the ground up, as racing machines. Late Model cars turn laps here in just over 11 seconds. It is these cars, which have established the world record lap speeds on a quarter-mile paved oval.



LIMITED LATE MODEL

These cars have a light-weight tubular steel chassis with racing components throughout, and a 425hp engine. Limiteds are purpose-built race cars that allow for unlimited chassis adjustability. There are limits as to the amount of money that can be spent on components, making the Limiteds class perfect for the serious, cost-conscious racer.



MIDWEST MODIFIED

This division is a descendent of I.M.C.A modified. The car has a stock car frame, (usually a 76-88 G.M.), uses factory suspension parts. Running a more centrally re-located V-8 motor, these relatively inexpensive cars have flat aluminum body panels with their 8" wide tires protruding from its body. Capable of laps in the 12 second range, these cars are loud, listen for them thundering around and your adrenaline will start.



MIDWEST SPORTSMAN

The Midwest Sportsman cars are a stepping stone to the more powerful Midwest Modified and Late Model divisions. The division sets up the driver for learning the basic rules, techniques of car set-up and a fun way to race on a working man's budget. Exciting action is what this division provides.



FIGURE-8

The Figure 8 division is a one race per night class that follows a figure eight pattern. When the average 10-car field starts to get strung out, the leader begins to encounter the other cars at intersection. That's when you hold your breath and see who will make it through the fast paced event. The cars vary from older race cars to any type of American car.



THUNDERSTOCKS

These race cars are very affordable and meant to prepare drivers for the more prestigious divisions and help them get accustomed to the track and the rules. There is no model newer than 1992. The makes are Chevy, Ford or Chrysler. This division is a fun and more economical way to try racing on the high banks of Slinger Super Speedway.



SLINGER BEE

Possibly the most affordable way to test the high banks of Slinger Super Speedway is the Bees division. These basic four-cylinder cars are inexpensive to prepare and race. The cars are almost stock from the factory, with the only modifications allowed for safety.



SPECTATOR RACES

This race division is for the novice driver only, driving street cars. Cars race two-up, single elimination. Any and all types of makes and models race here.

GUEST CARS

The speedway has seven vehicles for rent, so fans can try their luck on the world's fastest 1/4-mile oval. These 7 cars run a 6 lap race to the checkered flag.

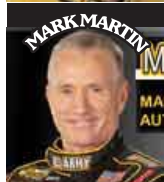


TRACK EVENTS

Among the many special promotions Slinger Speedway does each year, a few stand out as our most famous...

MILLER LITE NATIONALS RACE

Each year Slinger Speedway holds it's prestigious Nationals, attracting top NASCAR drivers and huge crowds. Below is just a sampling of the many stars that have raced here on the high-banks of Slinger Speedway.



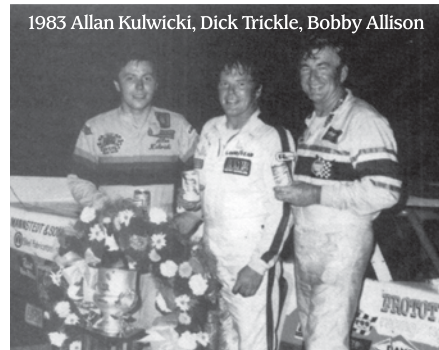
Boby Allison
Rich Bickle
Neil Bonnet
Kurt Busch
Kyle Busch
Erik Darnell
Larry Detjens
Dale Earnhardt
Kerry Earnhardt
Scott Hansen
Ron Hornaday
Mike Garvey
Ernie Irvan
Dale Jarrett
Matt Kenseth

Alan Kulwicki
Sterling Marlin
Mark Martin
Butch Miller
Ted Musgrave
Kyle Petty
Bryan Reffner
Robbie Reiser
Scott Riggs

Ken Schrader
Joe Shear
David Stremme
Jimmie Spencer
Dick Trickle
Kenny Wallace
Rusty Wallace
Scott Wimmer
Michael Waltrip



At Slinger Speedway 1987



1983 Allan Kulwicki, Dick Trickle, Bobby Allison

OTHER POPULAR SHOWS INCLUDE:

• OUR FAMOUS FIREWORK SHOWS - MEMORIAL DAY • 4TH OF JULY • LABOR DAY

Each year we present our famous fireworks shows to huge crowds of fans. Because of the massive amounts of fireworks and the close proximity of the show, you will not see a better fireworks show in the area!

• NICKEL & PENNY DROP FOR KIDS & RIDES FOR KIDS IN RACE CARS!

These three promotions attract our biggest crowds, age 11 and under.

• CANNON GUN SHOOT T-SHIRTS AT INTERMISSION!

Each week T-shirts are shot into the crowd for fans to catch and kids to chase!

• GREAT BIKE GIVEAWAY!

Aprox. 100 bikes given away in one night to kids 11 & under!

• MISS SLINGER SPEEDWAY PAGEANT

The swimsuit contest and crowning of our track queen is a highlight.

• SCOUT NIGHT

A special night honoring Scouts - all uniformed scouts and leaders get in free.

• FAN APPRECIATION NIGHT

Giveaways, Specials, Free Beer & Soda after the races!

• REUNION NIGHT

Vintage cars and drivers all meet for a special reunion.

PLUS WE OFFER 1/2-TIME ENTERTAINMENT and ADDITIONAL EVENTS



**EXCITEMENT EVERY
SUNDAY NIGHT!**



2008 Miss Speedway
Sara Olson



SLINGER SPEEDWAY
ROLLOVER CONTEST



Tricky Travis Show!





ADVERTISING & MEDIA

Your involvement as a promotional partner of this legendary facility is a great way to continually build a notable presence in southeast Wisconsin and beyond.



PROGRAM ADVERTISING OPTIONS:

•Naming Rights for Your Event

All advertising will reflect your company's involvement for your race night.

•TV, Newspaper and Radio Advertising

Include your company logo and message in our weekly advertising campaign.

•Posters and Flyers

The track will produce and distribute promotional posters and/or flyers highlighting your sponsorship of the event and any retail driven promotions surrounding the event.

•Schedules Inclusion

The track will include your company's logo and event information on all event schedules.

•Permanent Billboard

With your direction, the track will produce a 6' x 16' billboard to highlight your business. As a billboard advertiser your company will also receive a brief weekly announcement played over the Speedway's speakers.

•Temporary Track Signage & Displays

As a respected sponsor, you will have exclusive rights for temporary signage and displays on the night of the event, including company branded banners, pennants, posters, etc.

•Press Releases

A series of press releases in support of your event sponsorship will be sent to print and electronic media outlets. Electronic Press Releases sent to all local and national media outlets, plus the Slinger Speedway electronic marketing list.

The first will announce the event and your involvement, while spotlighting your company's general mission. The second will address any retail driven promotions that you choose to pursue. The third will run just prior to the event, again describing your company and its involvement with Slinger Super Speedway. This release will also include pertinent event information. Finally, a release detailing the night's event will serve as a follow up to your event.

•Internet Inclusion

The track will include all information surrounding your company's sponsorship of the event on our website, including a hot link to your home page. Limited main page ads available.

FOR ALL YOUR
SLINGER SPEEDWAY
MARKETING & HOSPITALITY
NEEDS CALL

Todd Thelen,
Director of Public Relations
and Marketing

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